

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Beck et al.

Allowed: 4/2/07

Application No.: 09/721,441

Confirmation No.: 2327

Filed: November 22, 2000

Art Unit: 3622

For: DYNAMICALLY TARGETING ONLINE  
ADVERTISING MESSAGES TO  
USERS

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Examiner: Jeffrey D. Carlson

**COMMENTS ON STATEMENT OF REASONS  
FOR ALLOWANCE UNDER 37 CFR §1.104(E)**

MS Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

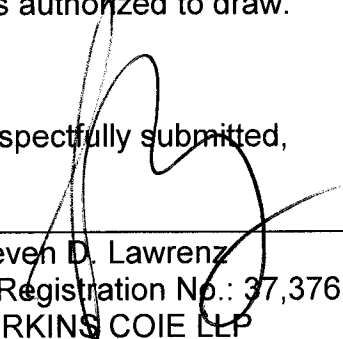
Applicant has received the Examiner's Statement of Reasons for Allowance with the April 2, 2007 Notice of Allowance and Allowability regarding the above-identified application. Entry of the Statement into the record should not be construed as any agreement with or acquiescence in the reasoning stated by the Examiner. Each of the claims stands on its own merits and is patentable because of the combination it recites and not because of the presence or absence of any one particular element.

The Examiner's Statement was not prepared by Applicant and only contains the Examiner's possible positions in one or more reasons for allowability. Thus, any interpretation with respect to the Examiner's Statement of Reasons for Allowance should not be imputed to the Applicant.

Please charge shortages to our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: July 2, 2007

Respectfully submitted,

By   
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Attorney for Applicant

Docket No.: 291508005US1  
(PATENT)

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Examiner: J. D. Carlson

**RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS**

MS Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

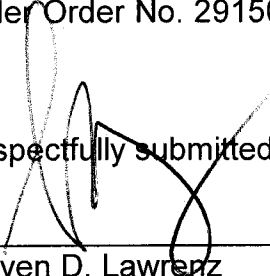
Sir:

Responsive to the Notice to File Corrected Application Papers mailed June 13, 2007, Applicant encloses Replacement Drawings (5 sheets). The date stamp has been removed from the figures; no further changes are made.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: July 2, 2007

Respectfully submitted,

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